

ABSTRACT

This thesis focuses on analyzing the differences appearing in *Seventeen* and *Marie Claire* editorials, since these two magazines have difference target markets. The writer's interest in finding the differences makes her write this thesis. The process of the research began by analyzing 20 editorials; each of magazines consists of 10 editorials. The writer analyzed the texts by using genre theory proposed by Swales (1990). The result of this research showed in what features the similarities and differences appear. The writer then concludes that these two magazines, though different in target audience, have similar format (i.e. prototype).